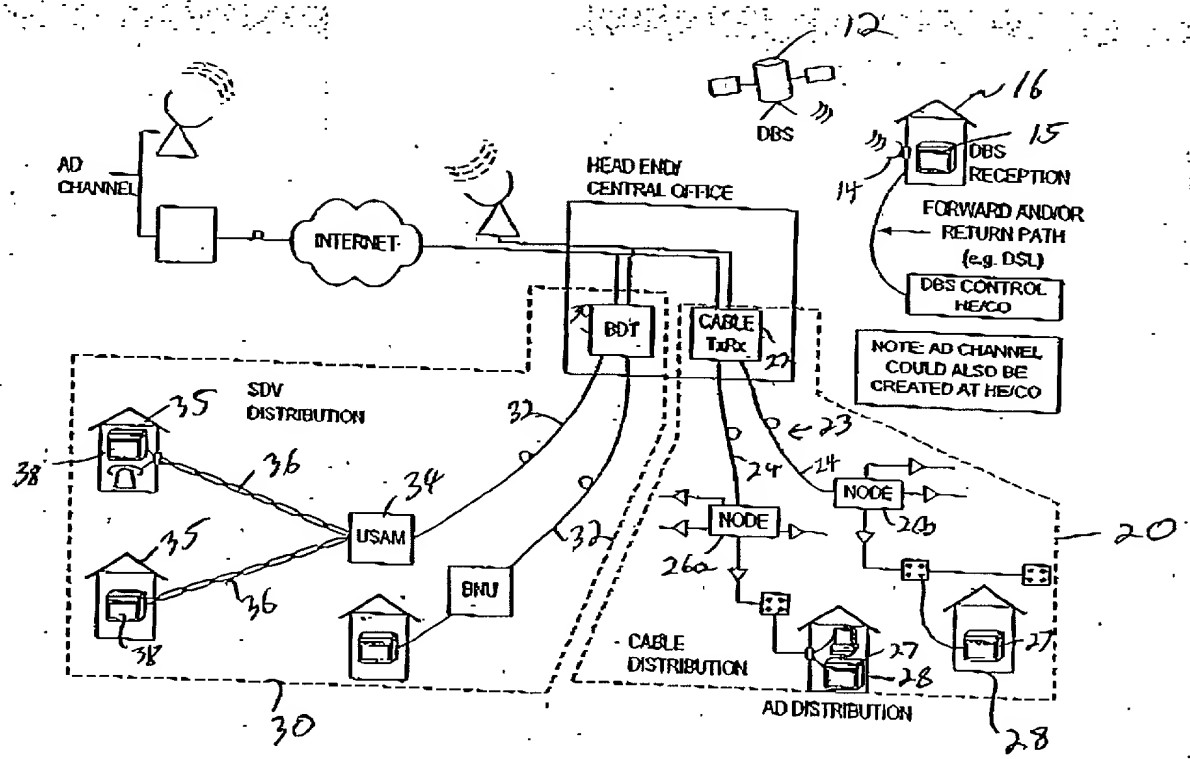
12
DBS
16
15
DBS RECEPTION
14
FORWARD AND/OR RETURN PATH (e.g. DSL)
DBS CONTROL HE/CO
AD CHANNEL
INTERNET
HEAD END/ CENTRAL OFFICE
BDT
CABLE TX/Rx
22
NOTE: AD CHANNEL COULD ALSO BE CREATED AT HE/CO
SDV DISTRIBUTION
35
38
36
34
32
USAM
BNU
23
24
NODE
26a
26b
20
CABLE DISTRIBUTION
27
28
AD DISTRIBUTION
30

Figure 1

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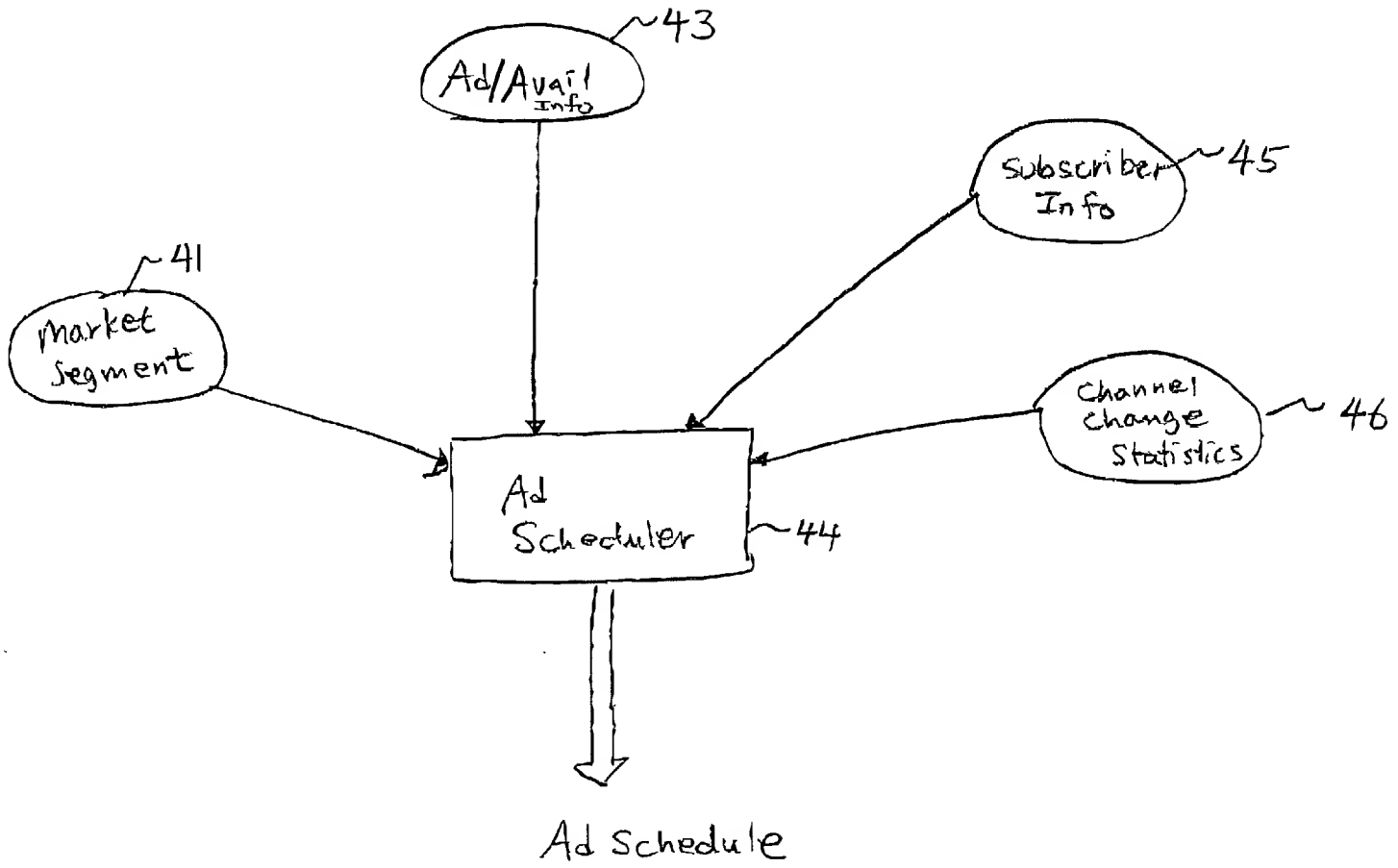

FIG. 2

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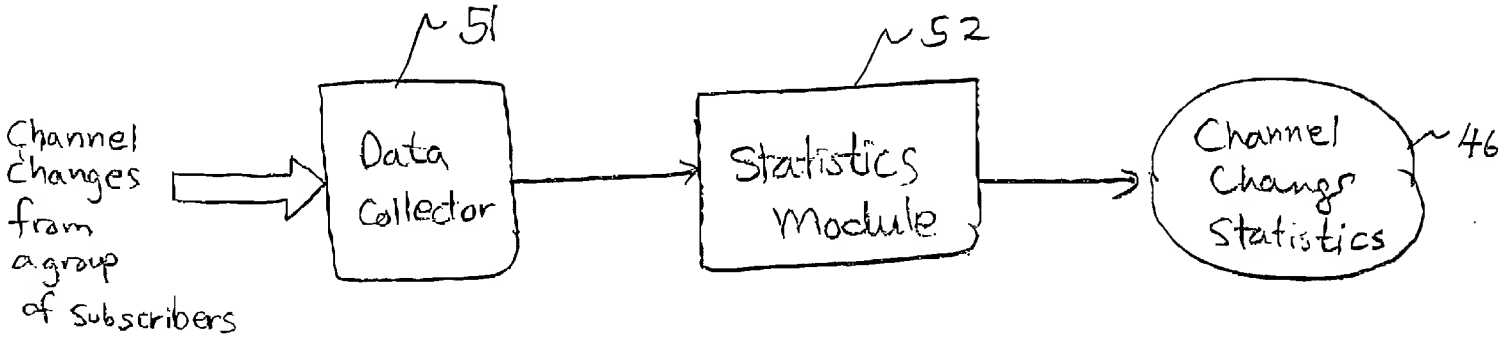

FIG. 3

01/16/2001 14:03 FAX

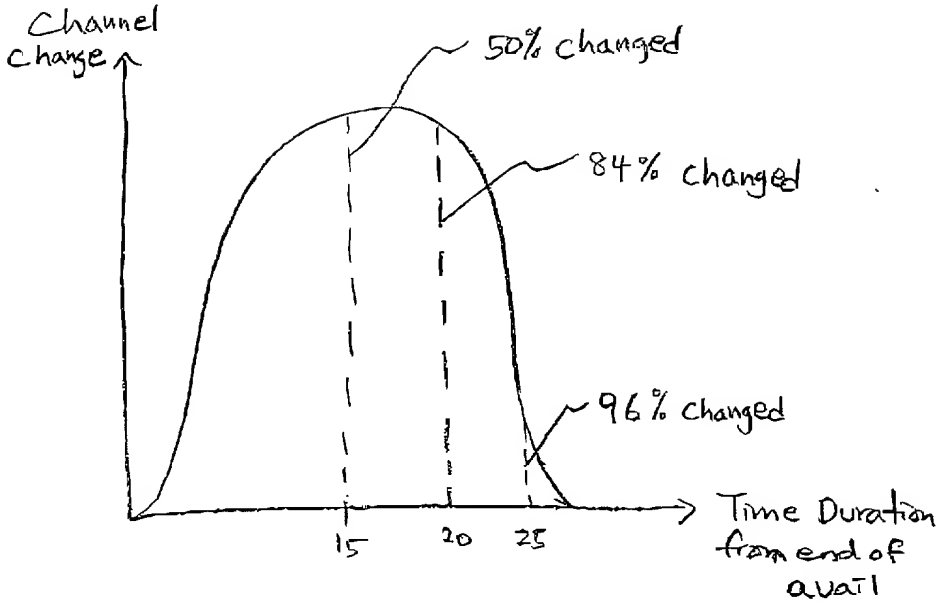
Channel change
50% changed
84% changed
96% changed
15
20
25
Time Duration from end of avail

FIG. 4A

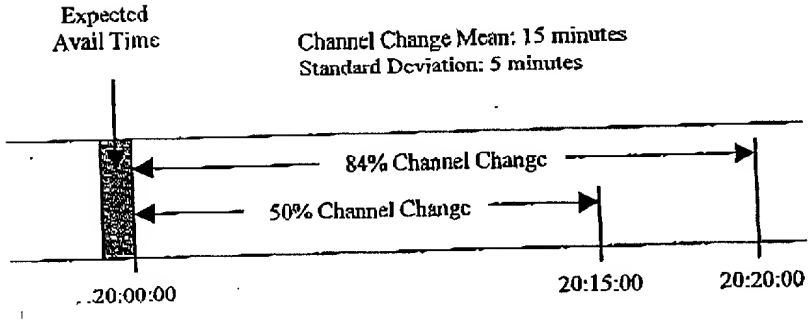
Expected Avail Time
Channel Change Mean: 15 minutes
Standard Deviation: 5 minutes
84% Channel Change
50% Channel Change
20:00:00
20:15:00
20:20:00

FIG. 4B

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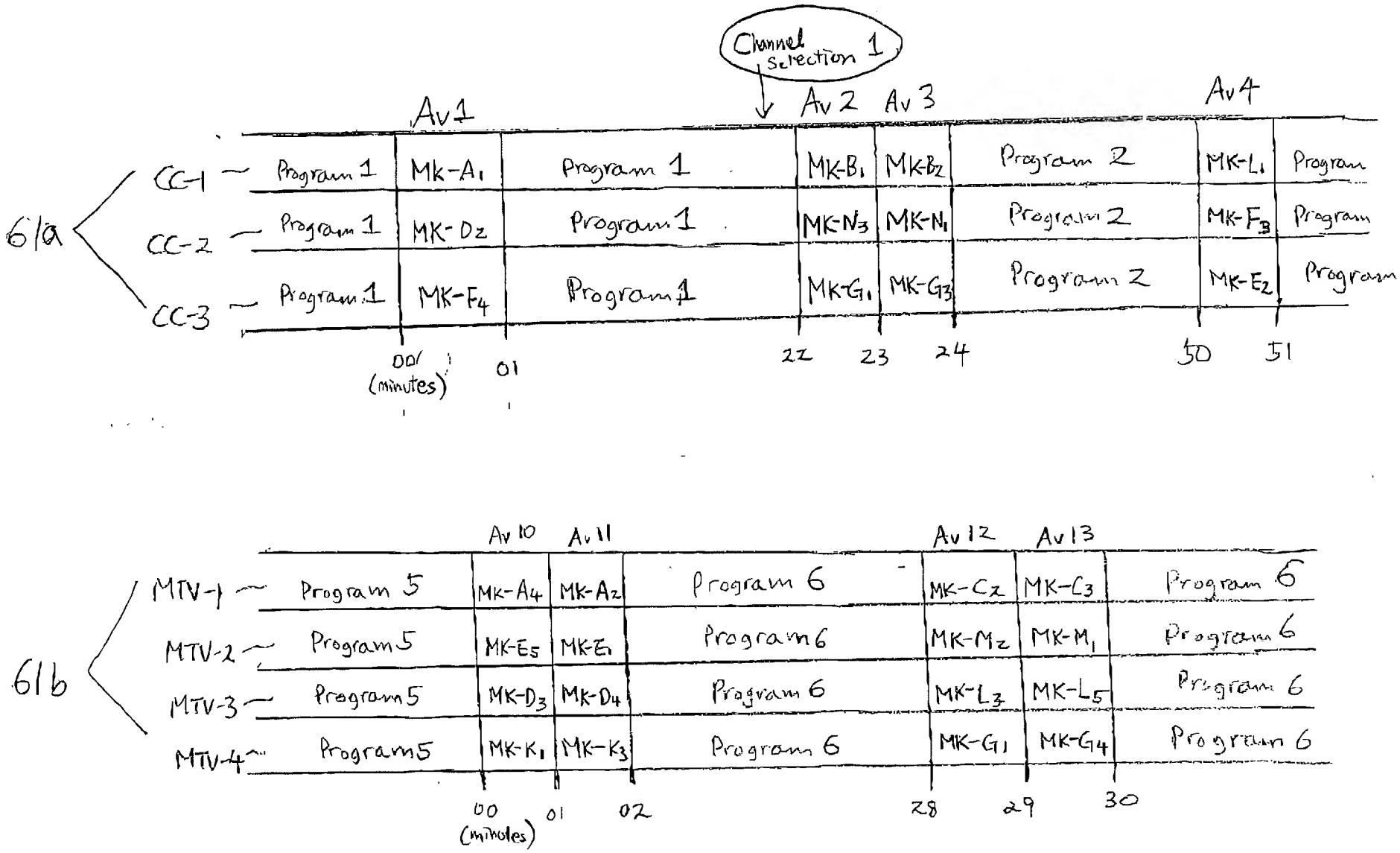

FIG. 5

01/16/2001 14:03 FAX

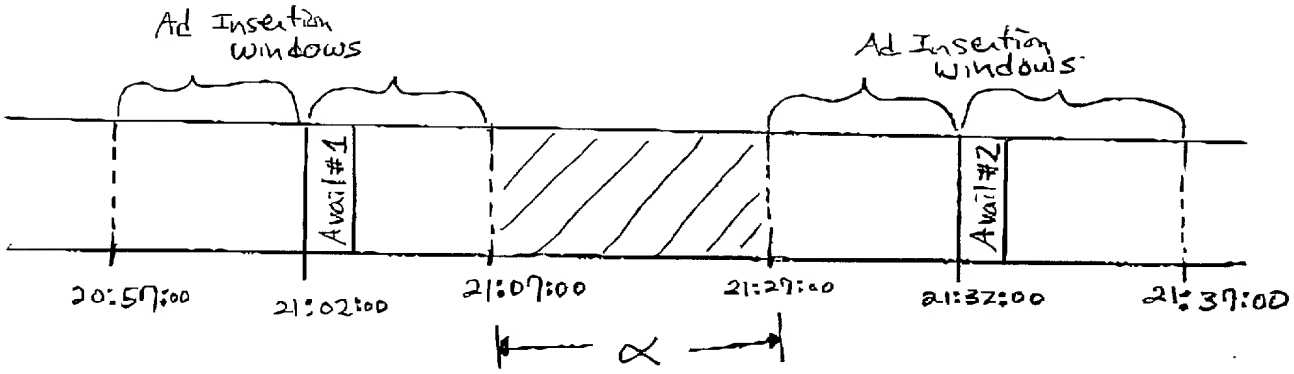

FIG. 6

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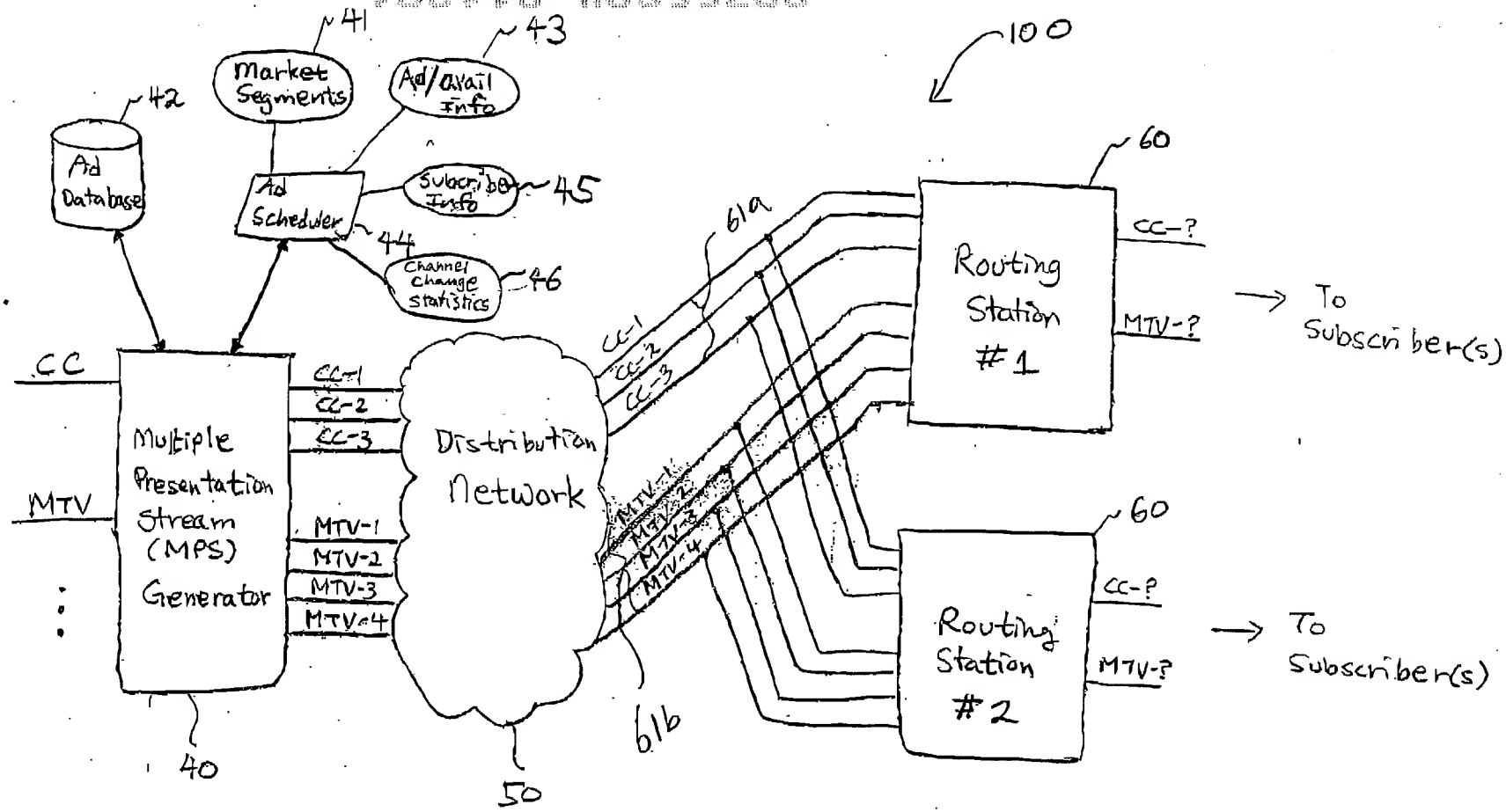

FIG. 7

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FIG. 8

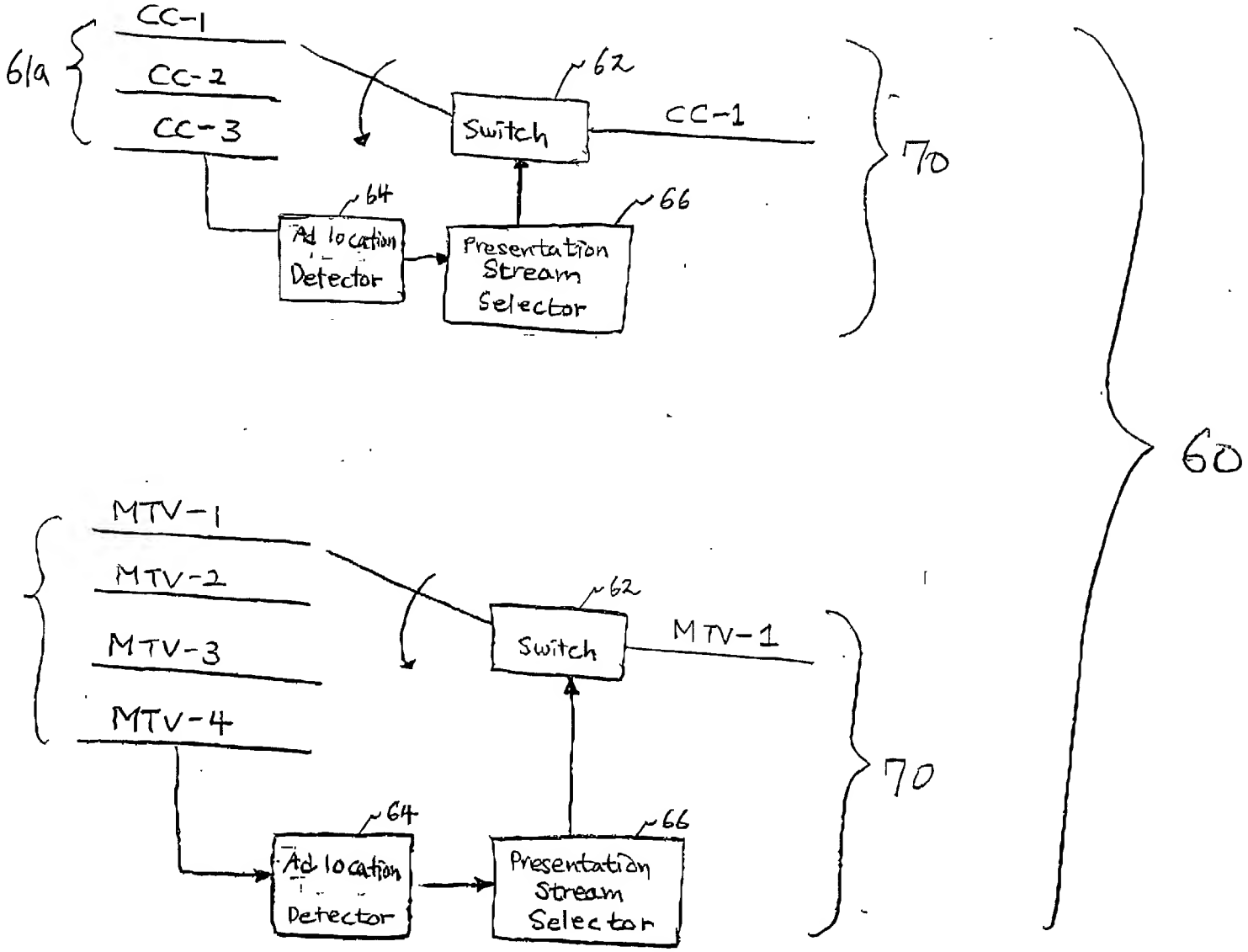

FIG. 9

	Network	UPCI	Avail Time Range	Ad	Segment	BpID
E1	MTV	05	20:01:00-20:18:00	Joe's Bar and Grill 1	College or Wealthy	178
E2	MTV	05	20:01:00-20:18:00	Kim's Cosmetics 1	Women	185
E3	MTV	05	20:01:00-20:18:00	Joe's Bar and Grill 3	Elserly	100
	MTV	05	20:18:00-20:44:00	Joe's Bar and Grill 2	Blue Collar	145
	MTV	05	20:18:00-20:44:00	Moe's Tavern 2	Young People	122
	MTV	05	20:18:00-20:44:00	Bill's Autos 1	Wealthy & Elderly	197

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